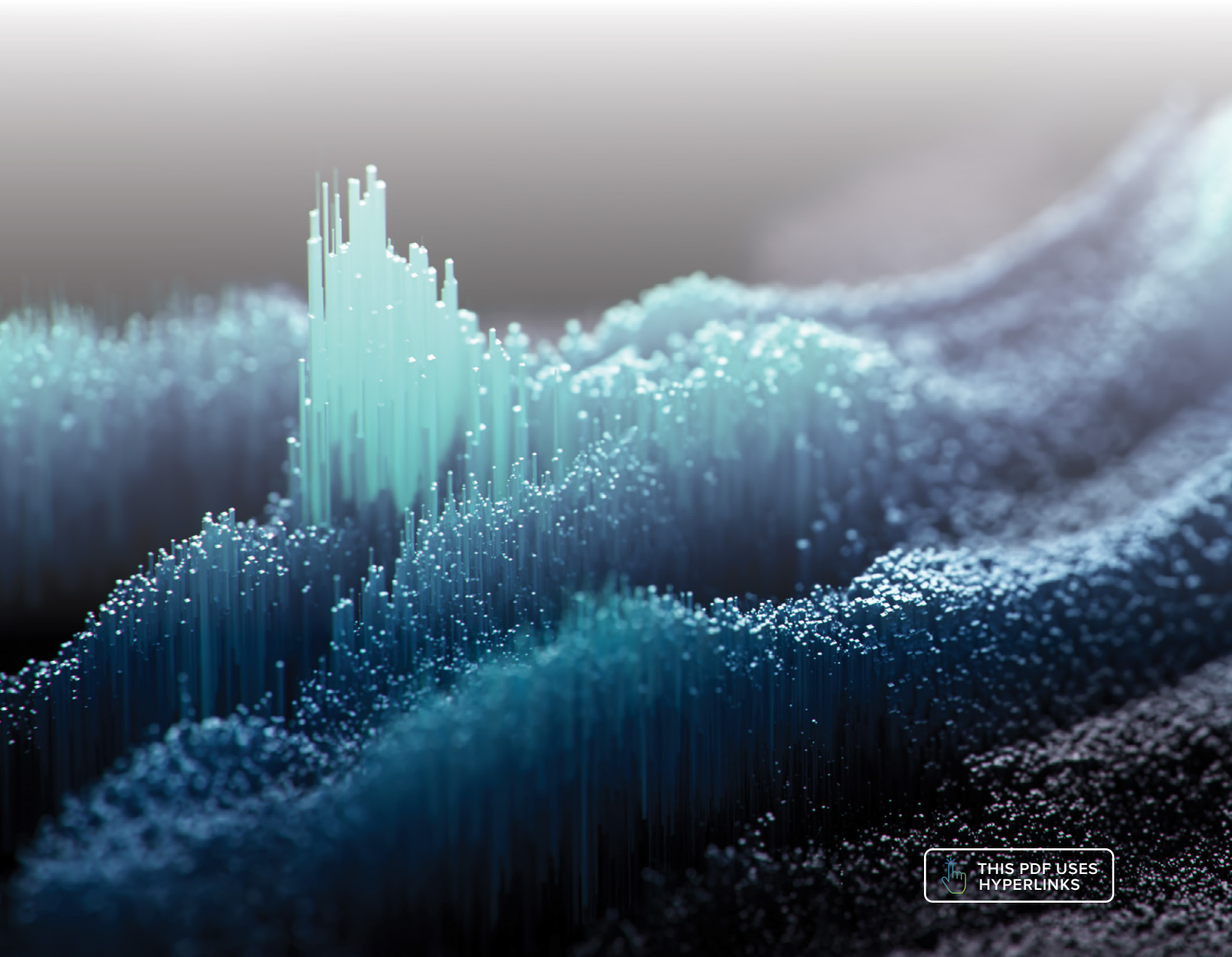
The Business Value of Billtrust



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BUSINESS VALUE HIGHLIGHTS

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384%
three-year ROI

9 months
to breakeven

$164,500
annual benefits per 100,000 transactions

16%
faster days sales outstanding

$84,800
credit card fee savings per 100,000 transactions

34%
more efficient accounts receivable teams

32%
more efficient customer support teams

Executive Summary

Accounts receivable (AR) remains one of the most operationally inefficient functions in the finance stack. In IDC's recent *SaaS Path* (April 2025) survey, 40% of AR teams reported an average days sales outstanding (DSO) above 30 days — a costly delay in today's cash-constrained environment. Constantly shifting regulations, increased focus on agility, and the ever-increasing pace of business have placed additional emphasis on accounts receivable as a means to mitigate these risk factors.

With economic uncertainty putting pressure on working capital, CFOs are shifting their focus downstream toward optimizing the cash conversion cycle. AR, long treated as a back-office function, is emerging as a strategic priority. According to IDC's *SaaS Path* (April 2025) survey, nearly 75% of finance leaders ranked AR automation as a "high" or "very high" priority for 2025. Additionally, AR departments often must contend with uncertain external conditions and a lack of necessary resources (e.g., people, funding, and tools), adding to the importance of AR automation.

However, this is about more than just accelerating collections and moving the top line. While those are important, AR is one of the few CFO functions that has a customer-facing element. As such, modern AR platforms are increasingly becoming tools for enhancing customer engagement, reducing friction in the payment experience, and generating more accurate insights into buyer behavior. Finance teams are recognizing that AR isn't just a lever for cash — it can act as a touch point that helps shape customer loyalty and unlocks long-term value.

IDC conducted in-depth research to assess the impact of Billtrust's integrated AR solutions on the organizations using them. The study found that Billtrust delivers substantial benefits by streamlining AR operations, improving cash flow, reducing payment-related costs, and enhancing customer experience.

Study participants reported capturing payments and cash flow savings and improving staff efficiencies, resulting in average annual benefits worth $3.66 million per organization ($164,500 per 100,000 transactions) in the following areas:

- **Accelerating cash flow and speeding up payment collection** by enabling faster, more convenient payments through online portals and automated payment matching
- **Driving operational efficiency and cost savings** through the automation of invoice delivery and payment collection and encouraging customers to use more cost-effective methods of payment
- **Enhancing customer experience and satisfaction** by providing self-service access to invoices, payment status, and autopay features, fostering transparency and confidence through real-time updates
- **Reducing errors and mitigating risk,** forecasting cash flow, and lowering exposure to fraud and other costs of handling payment-related errors
- **Supporting scalability and strategic agility to handle growing transaction volumes** without proportional staff increases and delivering analytics for data-driven decision-making



The study found that Billtrust delivers substantial benefits by streamlining AR operations, improving cash flow, reducing payment-related costs, and enhancing customer experience.

Situation Overview

AR teams are under growing pressure to accelerate cash flow and reduce cycle times, but legacy processes can't keep up. That's why leading organizations are turning to AI and machine learning to automate the most time-intensive steps in the order-to-cash process.

Cash application is a prime target. It's one of the most manual and error-prone phases of AR — matching payments to the right invoices, customers, and general ledger codes often requires staff to sift through incomplete or inconsistent remittance data. Today, companies are using AI to drive straight-through processing, automatically suggest matches for ambiguous payments, and flag exceptions for review, shrinking processing times and improving accuracy.

Collections activities are also getting smarter. Virtual assistants (or agentic AI) now support AR teams by generating dunning emails, prioritizing daily outreach based on customer risk or payment behavior, and transcribing calls to maintain audit trails. The result: Agents spend less time on routine follow-ups and more time resolving high-value issues.

Deductions management is emerging as a high-impact use case. AI models can now detect patterns in invalid deductions, helping companies to recover revenue earlier and prevent unnecessary write-offs. This is especially valuable as deduction volumes increase and manual resolution becomes harder to scale.

The demand for intelligent automation is accelerating. In a recent survey, over 80% of AR leaders said they would be willing to pay a premium for AR software with embedded intelligence, signaling a clear shift in expectations regarding value and performance.

AR software vendors are responding by embedding AI directly into core workflows to turn AI insights into strategic value for their clients. Their goal is to accelerate AR operations and deliver a proactive, intelligence-driven engine for cash flow and risk management.



of AR leaders said they would be willing to pay a premium for AR software with embedded intelligence, signaling a clear shift in expectations regarding value and performance.

Billtrust Integrated AR Solutions

Billtrust offers a comprehensive suite of solutions to transform the entire order-to-cash life cycle. With over two decades of expertise, Billtrust leverages AI and machine learning to address the core challenges businesses face in managing their receivables.

At its heart, the Billtrust platform aims to accelerate cash flow, reduce operational costs, and enhance customer satisfaction by moving beyond fragmented, manual processes. Its integrated approach means that credit management, invoicing, payments, cash application, and collections are all seamlessly connected within a single system, providing end-to-end visibility and control.

Key features and capabilities often highlighted include:

- **AI-powered automation:** Billtrust's solutions heavily incorporate AI for tasks such as automated cash application (matching payments to invoices with high accuracy, even with complex remittances), intelligent collections management (prioritizing efforts and generating personalized communications), and credit decisioning (streamlining applications and assessing risk).
- **Multichannel invoicing and payments:** The platform supports flexible invoice delivery across various channels (e.g., electronic, AP portals, print, and mail) and facilitates diverse payment methods (ACH, credit cards, and virtual cards), adapting to customer preferences and optimizing payment acceptance.
- **Customer self-service:** Billtrust empowers buyers with 24 x 7 access to secure online portals, where they can view invoices, make payments, track account history, and manage preferences, reducing inbound inquiries for AR teams.
- **Automated collections:** The system leverages agentic AI to automate email content review and drafting. It also automates reminder workflows and escalations, ensuring timely follow-up on outstanding invoices while maintaining positive customer relationships.
- **Real-time analytics and reporting:** Comprehensive dashboards and reporting tools provide AI-driven insights into key AR metrics, such as DSO, payment trends, and staff performance, enabling data-driven decision-making and proactive cash flow forecasting.
- **Seamless enterprise resource planning (ERP) integration:** Billtrust solutions integrate smoothly with existing ERP systems, financial institutions, and AP portals, ensuring a consistent dataflow and minimizing disruption to current operations.

Billtrust's overarching value proposition is to move organizations from a reactive, labor-intensive AR function to a proactive, strategic revenue-generating engine. By digitizing and automating these critical processes, Billtrust helps businesses free up valuable resources, minimize errors, and ensure faster, more predictable access to their working capital.

Challenges Facing the Billtrust Team and Its Product Portfolio

While Billtrust generally receives positive reviews for its comprehensive AR solutions and leadership in AI-powered automation, like any complex enterprise software, it faces certain challenges.

These challenges are often not unique to Billtrust but are inherent in implementing and integrating sophisticated financial systems.

- **Navigating the feature set is overwhelming:** Billtrust offers a very rich and extensive set of features, from credit management to cash application and collections. For new users or businesses transitioning from very basic systems, the sheer breadth of functionality can sometimes feel overwhelming. While Billtrust does provide training and onboarding, mastering the full capabilities and optimizing workflows across all modules can take time and dedicated effort.
- **Competition in a growing market:** The AR automation market is dynamic and highly competitive. Billtrust faces strong competition from other established players and emerging fintechs. This means it must continuously innovate and demonstrate superior value to retain its market position, which can involve constant product updates and feature enhancements that clients need to adapt to.
- **Integration complexity (especially for legacy systems):** While Billtrust boasts extensive integration capabilities with ERPs, the reality of integrating with highly customized or legacy ERP systems can still be a significant hurdle. Each integration project can present unique challenges in data mapping, workflow synchronization, and ensuring seamless communication between disparate systems. This complexity can lead to longer implementation times and require substantial resources from the client's IT team.

The Business Value of Billtrust

Study Firmographics

IDC assessed the impact for organizations using Billtrust integrated AR solutions by conducting in-depth interviews about their experiences. It designed the interviews to obtain a thorough quantitative and qualitative impact of using Billtrust. IDC interviewed five Billtrust customers across industries, including commercial services, construction supply, durable goods, medical technology, and specialty business services. These organizations varied in size, with an average employee count of 11,120 (median of 2,400) and an average annual revenue of $3.68 billion (median of $1.50 billion) (see **Table 1**).

TABLE 1

Firmographics of Interviewed Organizations

Firmographics	Average	Median
Number of employees	11,120	2,400
Number of accounts receivable staff	62	40
Annual revenue	$3.68B	$1.50B
Countries	United States	
Industries	Commercial Services, Construction Supply, Durable Goods (Wholesale), Medical Technology, Specialty Business Services	

n = 5; Source: IDC Business Value In-Depth Interviews, June 2025

Choice and Use of Billtrust

Study participants consistently cited a combination of operational, strategic, and customer-facing needs as driving their decision to use Billtrust. They sought to modernize outdated, manual, or fragmented accounts receivable processes, often in response to payment growth or security concerns. They explained that Billtrust stood out for its ability to consolidate invoices, payments, and collections into a single, user-friendly platform. Participants also emphasized the perceived value of automation in reducing manual work, improving accuracy, and reallocating staff time to higher-value

tasks. Billtrust's capabilities in managing credit card processing fees, enabling customer self-service, and enhancing visibility into receivables were also seen as differentiators that aligned with both immediate operational needs and long-term strategic goals.

Interviewed Billtrust customers laid out their selection criteria in more detail:

Single platform to understand business accounts and take more proactive actions:
"We wanted to improve our collection efforts and have a single platform with Billtrust where we could review receivables daily, identify which accounts are at risk, and determine which ones we need to act on quickly to collect more efficiently."

Strong overall platform functionality:
"We explored a few other solutions for credit application functionality, but our existing partnership with Billtrust, particularly their invoicing portal and collection tool, aligned perfectly with our needs, making it the right fit."

Optimized credit card processing fees:
"Our biggest challenge was the substantial credit card processing fees we were paying. That was the main reason we adopted the Billtrust payments and invoicing platform to implement surcharges and guide customers to pay through the portal, either accepting the surcharge or choosing ACH to avoid the fee."

A shift in accounts receivable focus to value-add work:
"People no longer want to be hired just to do data entry. With tools such as Cash Application with Billtrust, we've automated payment application so staff can focus on handling exceptions and take on more value-added work, which improves both productivity and job satisfaction."

At the time of the interviews, participating organizations reported using Billtrust to support a wide range of accounts receivable operations at a significant scale. On average, they had 32 power users (with a median of 28) and supported an average of 256,750 customers (median of 13,000). These organizations processed an average of 3.19 million invoices and 2.22 million payment transactions annually with Billtrust (medians of 2.10 million invoices and 520,000 transactions), with an average annual transaction value of $1.84 billion (median of $860.97 million). These figures demonstrate Billtrust's role in supporting high-volume, high-value financial operations for study participants (see **Table 2,** next page).

TABLE 2

Use of Billtrust by Interviewed Organizations

Use of Billtrust	Average	Median
Number of Billtrust power users	32	28
Number of supported customers	256,750	13,000
Number of processed invoices per year	3.19M	2.10M
Number of processed payment transactions per year	2.22M	520,000
Value of transactions on Billtrust per year	$1.84B	$860.97M

n = 5; Source: IDC Business Value In-Depth Interviews, June 2025

Business Value and Quantified Benefits of Billtrust

Study participants reported that Billtrust has delivered significant benefits by enhancing their accounts receivable operations through automation, integration, and customer self-service. Commonly cited benefits include faster and more accurate payment processing, which improves cash flow and speeds up payment processing, as well as manual workload automation, enabling staff to focus on higher-value tasks and reducing the need for additional hires. Interviewed organizations also highlighted cost savings from optimized credit card processing and fewer payment-related errors, as well as improved visibility and control over receivables, which supported better decision-making and operational agility.

Interviewed Billtrust customers described how they have benefited from using the solution:

Improved cash flow and payment processes:

"We're now able to apply payments to the correct account much more quickly and accurately with Billtrust. Previously, payments could remain unreconciled for 4 to 5 days due to cumbersome processes. Now, with Billtrust, payments are typically applied within 24 to 48 hours."

Better cash flow and payment cost optimization:

"Billtrust is improving our cash flow while also allowing us to better manage credit card and fraud risk. We've implemented surcharging to recoup some merchant fees, and our customer touch points are more professional and streamlined."

Staff time savings and customer self-service enablement:

"Billtrust reduces staffing needs with tools such as Collections and Invoicing. We use Billtrust in our marketing to encourage customers to enroll online and self-serve. As we lose staff through attrition, we don't need to replace them because customers are managing more on their own."

Automation driving higher quality:

"Human error can happen anytime, but with Billtrust, much of the process is automated. When customers use the portal to select and pay invoices, the system applies payments automatically, which significantly reduces or even eliminates errors."

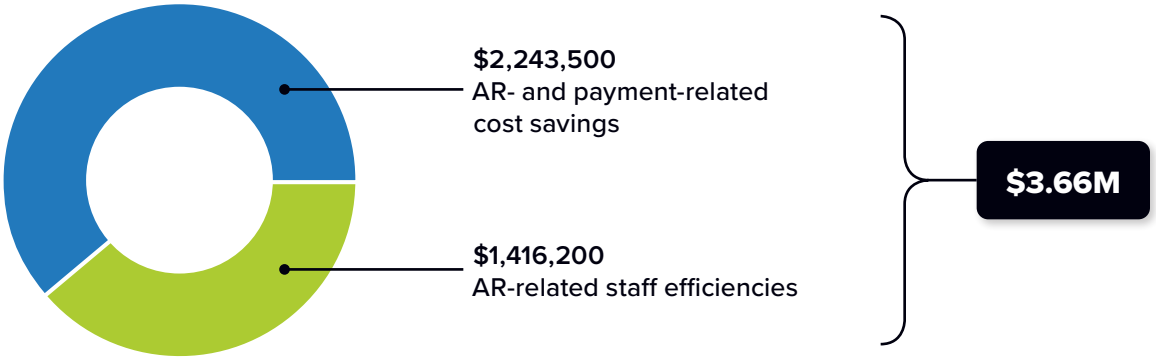
Interviewed organizations using Billtrust reported achieving an average of $3.66 million in annual benefits per organization ($164,500 per 100,000 transactions) in the following areas (see Figure 1):

- **Accounts receivable- and payment-related cost savings:** Study participants have reduced expenses associated with manual invoicing efforts and credit card processing through automation, the value of faster payment processing, and the ability to shift transaction costs, such as surcharges, to customers. On average, IDC calculates that study participants will benefit from reduced costs worth $2.24 million per organization per year ($100,900 per 100,000 transactions).
- **Accounts receivable staff efficiencies:** Automating billing and payment processes has enabled teams to handle increased transaction volumes while devoting more time to higher-value activities and initiatives. IDC puts the value of staff efficiencies related to accounts receivable and customer support efforts at an average of $1.42 million per organization per year ($63,700 per 100,000 transactions).

FIGURE 1

Average Annual Benefits per Organization

($ per interviewed organization)



n = 5; Source: IDC Business Value In-Depth Interviews, June 2025

Improved Cash Flow and Visibility

Study participants consistently reported that Billtrust significantly improved their organizations' cash flow by accelerating the speed and accuracy of payment processing. Key to this improvement has been Billtrust's online payment portal, which enables customers to make payments more conveniently and on time, reducing the reliance on slower, manual methods, such as mailed checks. Additionally, the automated cash application functionality allows timely payment matching and posting, which ensures that funds are recognized and available for use more quickly.

Billtrust's ability to reduce friction in the invoicing and payment collections process has also contributed to improved cash flow for study participants. They highlighted how automated reminders, real-time invoice visibility, and customer self-service tools have reduced late payments and improved collections efficiency. By streamlining these processes, interviewed organizations have lowered their important DSO metric and gained more predictable, timely access to incoming funds, which enables better financial planning and operational agility.

Interviewed Billtrust customers provided examples of cash flow and DSO-related benefits:

Improved DSO enabling better use of cash flow:

"Having an improved AR program and lower DSO with Billtrust allows us to use that cash flow for other opportunities. For example, we might invest in inventory, which is one of our biggest assets, or use the funds to remodel a store. A more efficient AR process gives us flexibility in allocating resources."

Improved collections efficiency:

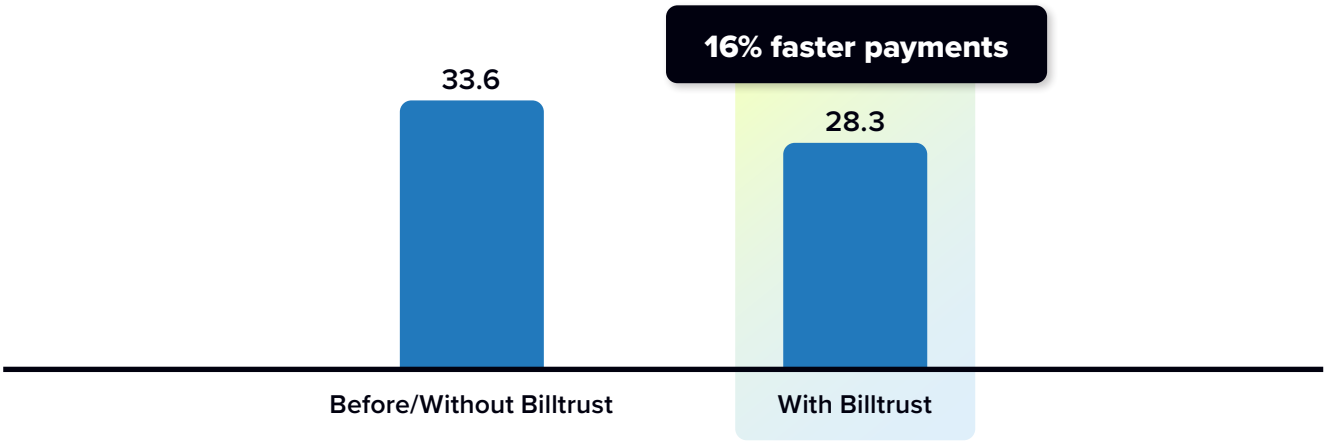
"Billtrust has improved our collections efficiency. If a customer used to delay payment because they didn't have a proof of delivery, that's no longer an issue. It's now attached to the invoice, so there's less reason for payment delays."

As **Figure 2** (next page) shows, study participants reported reducing their average DSO by 16% with Billtrust, which means that they have access to customer payments more than a full week earlier, on average.

FIGURE 2

Impact of Billtrust on Days Sales Outstanding

(Number of days)



n = 5; Source: IDC Business Value In-Depth Interviews, June 2025

Optimized Payment Costs

Study participants reported that Billtrust has enabled them to optimize costs associated with accepting payments through a combination of automation, surcharging capabilities, and customer payment channel management. Several organizations have leveraged Billtrust functionalities to automatically apply surcharges to credit card transactions, which has enabled them to shift some of these costs to customers or encourage them to switch to lower-cost ACH payments. By guiding customers to use the online portal and offering clear payment options, organizations were able to better control how they received payments and reduce the financial burden of transaction fees. As one interviewed Billtrust customer commented, *"Through a solution offered by Billtrust, we were able to pass along the typical merchant or bank transaction fees to the customer, helping us offset those costs."*

Table 3 (next page) provides an overview of credit card-related and other cash flow savings that study participants have achieved with Billtrust. As the data shows, they have effectively reduced their average credit card cost by 10 basis points, leading to average cost savings of $1.89 million per organization per year. Further, improved and more consistent payment acceptance means that they reduce the frequency at which they must write off bad debt (6% fewer bad debt write-offs). By reducing bad debt write-offs and ensuring earlier access to payments, organizations reduce the costs of inefficient cash flow, contributing to average benefits worth $750,000 per organization per year.

TABLE 3

Credit Card Fee Cost Impact and Value of Improved Cash Flow

Average per Organization	Before/Without Billtrust	With Billtrust	Difference	Benefit
Average credit card cost as % of transaction value	3.14%	**3.04%**	0.10%	3%
Value per transaction with Billtrust	$827	**$827**	N/A	N/A
Credit card cost per transaction, average	$26.01	**$25.16**	$0.85	3%
Total cost of credit cards per year, average per organization	$57.9M	**$55.97M**	$1.89M	3%
Fewer bad debt write-offs	**6%**			
Cost savings, improved cash flow	**$750,000**			

n = 5; Source: IDC Business Value In-Depth Interviews, June 2025

Accounts Receivable Team Efficiencies

Interview participants described how Billtrust has enabled their accounts receivable teams to work more efficiently and effectively by automating time-consuming manual tasks and centralizing key AR functions. Teams that previously relied on spreadsheets, manual data entry, and fragmented communication processes have streamlined these activities through Billtrust's integrated invoicing, payment, and collection tools. Payment application and invoice delivery automation reduces the need for staff to perform repetitive tasks, allowing them to focus on exception handling and higher-value activities. Additionally, the platform's ability to generate proactive customer communications and provide real-time visibility into account status improved team responsiveness and reduced delays.

Study participants commented on how Billtrust has enabled their accounts receivable teams' activities:

Efficient, proactive activities and communications:

"Before Billtrust, all customer communication had to be pulled, typed, and noted manually, which was very time-consuming. Now, the team can proactively send early reminders about upcoming invoices. For example, they can send 40 notifications at once with a single click,

and each message is automatically tied to the customer account, eliminating the need for separate documentation."

Better overall team capabilities and scalability to match business needs:
"We can scale our team effectively with Billtrust. Onboarding efficiency has improved by 20%–25%, reducing ramp-up time from 90–120 days to just 45–60 days. We get faster productivity from new hires and avoid putting extra strain, including overtime, on the rest of the team."

Automation minimizing the need for billing-focused staff:
"We don't really have a billing team anymore because of how Billtrust works. Billing happens automatically when the product is delivered."

Minimized manual steps associated with billing:
"Before Billtrust, billing was done manually at the store level, with labor-intensive processes. With Billtrust, those tasks are automated, which results in significant time and cost savings."

As **Table 4** shows, interviewed Billtrust customers have achieved 34% efficiency gains for their accounts receivable teams, allowing them to better support expanding invoicing and payment volumes.

TABLE 4

Accounts Receivable Team Efficiencies

Average per Organization	Before/Without Billtrust	With Billtrust	Difference	Benefit
Required FTEs for equivalent billing activities	51.2	**33.6**	17.6	34%
Value of equivalent staff time per organization per year	$3.58M	**$2.35M**	$1.23M	34%

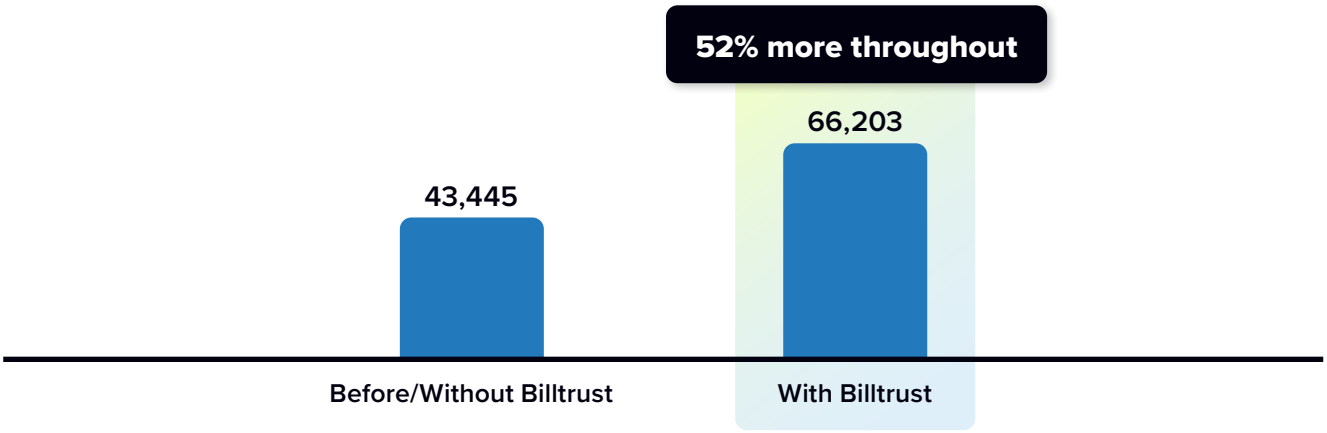
n = 5; Source: IDC Business Value In-Depth Interviews, June 2025

From an AR team bandwidth perspective, **Figure 3** (next page) shows how the use of Billtrust enables each AR team member to handle 52% more transactions, an essential extension of AR team throughput.

FIGURE 3

Number of Transactions per AR Team Member

(Number of transactions per AR team member per year)



n = 5; Source: IDC Business Value In-Depth Interviews, June 2025

Improved Customer Service and Experience

Study participants also reported that Billtrust has enhanced their customers' experiences by providing self-service tools and real-time access to account information. Not only does this improve customer satisfaction, but it reduces the need for direct support interactions. With Billtrust, customers can view and download invoices, track payment status, and make payments securely through the online portal. Several organizations noted that customers appreciated the ability to search by job or invoice, integrate with an ERP such as SAP or Oracle, and access proof of delivery and tracking data without needing to contact support.

Study participants provided detailed examples of how Billtrust has enabled better customer experiences and eased their customer support burden:

Better customer experience through online visibility:

"The benefit of Billtrust is also reflected in our balance sheet and P&L statements more quickly, which enhances the customer experience. Through platforms integrated with Billtrust, customers can view their invoices in real time. Payments are reflected faster, helping both customers and our field teams maintain stronger and more informed relationships."

Minimized customer risk with single sign-on:

"With Billtrust, our customers have a single sign-on option. After entering secure credentials, they can access their accounts, select invoices, and make payments directly. This reduces the risk of sensitive credit card information being intercepted, since customers no longer need to call or email payment details, it means they can handle everything securely online."

Improved visibility for responding to customer inquiries/problems:
"With Billtrust, when someone calls in with a problem, we already have visibility into the issue. We know what the problem is or at least have a clearer idea of what needs to be done, so we can resolve it more quickly and effectively."

Greater detail to respond to customer issues:
"Billtrust provides tracking information, so when a customer says, 'I'm not getting my invoices,' we can log in and see USPS delivery data and email open history. We can confirm delivery dates or identify bad addresses, which helps eliminate common excuses and resolve payment delays more efficiently."

As a result, companies experienced fewer inbound calls and faster issue resolution, contributing to 32% average efficiency improvements for their customer support teams that deal with invoice- and payment-related customer problems (see **Table 5**).

TABLE 5

Customer Support Team Efficiencies

Average per Organization	Before/Without Billtrust	With Billtrust	Difference	Benefit
Required FTEs for equivalent customer support activities	19.5	**13.3**	6.2	32%
Value of equivalent staff time per organization per year	$1.36M	**$0.93M**	$0.43M	32%

n = 5; Source: IDC Business Value In-Depth Interviews, June 2025

Reduced Frequency and Impact of AR Errors

Interview participants consistently noted that Billtrust has reduced the frequency of errors in accounts receivable processes by automating key tasks such as payment application and invoice delivery. Previously, the manual entry of payment data and invoice handling introduced frequent human errors, including misapplied payments and incorrect invoice matching. With Billtrust, customers select invoices directly through the portal, and payments are automatically applied, minimizing the risk of data entry mistakes. Several organizations reported a marked drop in payment-related errors, with one estimating a reduction of up to 40%, which in turn decreases the time and effort necessary to investigate and resolve discrepancies. This reduction in errors improves internal efficiency and enhances customer satisfaction by ensuring greater accuracy and fewer billing issues.

ROI Summary

Table 6 provides IDC's analysis of the financial benefits and costs for study participants using Billtrust. On average, IDC calculates that study participants will realize three-year discounted benefits in reduced payment-related costs and staff efficiencies worth $8.61 million per organization ($387,200 per 100,000 transactions). These benefits compare with three-year discounted investment costs of $1.78 million per organization ($80,000 per 100,000 transactions) on average. These levels of financial benefits and investment costs would yield an average three-year ROI of 384% for study participants and break even on investment in nine months, demonstrating the significant value they are achieving with Billtrust's integrated accounts receivable solutions.

TABLE 6

ROI Analysis

Three-Year ROI Analysis	Per Organization	Per Security Team Member
Benefit (discounted)	$8.61M	$387,200
Investment (discounted)	$1.78M	$80,000
Net present value (NPV)	$6.83M	$307,200
ROI (NPV/investment)	**384%**	**384%**
Payback period	**9 months**	**9 months**
Discount rate	12%	12%

n = 5; Source: IDC Business Value In-Depth Interviews, June 2025

Opportunities and Challenges of Intelligent AR Software

The Opportunity: Turning AR into a Strategic Advantage

For AR teams adopting modern, AI-powered platforms, the value proposition goes far beyond automation. Intelligent AR systems unlock a new level of control, insight, and agility across the order-to-cash cycle.

Finance leaders gain real-time visibility into receivables risk, customer payment behavior, and working capital trends, enabling more accurate forecasting and faster decisions. Predictive analytics can flag high-risk accounts before invoices become delinquent, while dynamic prioritization tools ensure collection efforts focus on where they'll have the greatest impact.

Advanced deduction analytics help recover revenue that companies would otherwise have to write off. Integrated workflows reduce handoffs and rework, creating a more seamless experience across AR, credit, and customer service. Perhaps most critically, intelligent AR systems help finance teams shift from reactive cash tracking to proactive liquidity management — freeing up capital, strengthening customer relationships, and improving enterprise resilience.

The Challenge: Adapting to a More Complex, Data-Driven Workflow

However, these gains don't come without hurdles. Intelligent AR platforms require clean, integrated data across ERP, CRM, and banking systems. Many organizations struggle with inconsistent remittance formats, missing metadata, or fragmented customer records.

These are issues that can limit the accuracy of AI models and automation rules.

- **User adoption is another friction point.** Finance teams accustomed to manual, task-driven workflows may resist algorithmic decision support or distrust auto-prioritized collections queues. Change management and training become essential to realizing the software's full potential.
- **There's also a skills gap to address:** AR professionals increasingly need to interpret analytics dashboards, validate AI recommendations, and manage exception scenarios to go beyond executing basic, repetitive tasks. Without that evolution in roles and responsibilities, the software risks becoming underutilized.

Intelligent AR systems offer a powerful upside; however, capturing that value requires a parallel investment in data readiness, team enablement, and process reengineering.

Conclusion

The AR landscape is transforming as organizations face pressure to accelerate cash flow, reduce operational inefficiencies, and enhance customer engagement. IDC's research shows that most finance leaders now prioritize AR automation, recognizing its potential to deliver efficiencies, mitigate risk, and improve agility. Billtrust has emerged as a key player in this market, offering an integrated AR platform that leverages AI and automation to streamline the order-to-cash process. With capabilities spanning invoicing, payments, credit, collections, and cash application, Billtrust positions itself not just as a tool for financial efficiency but as an enabler of customer-centric, data-driven finance operations.

IDC's study on the experiences of Billtrust's customers highlights the core elements of its value proposition: faster and more transparent payment processing, cost savings from reduced credit card fees and optimized cash flow, and significant AR staff efficiency gains. IDC calculates that study participants using Billtrust will achieve an average of $3.66 million in annual benefits per organization, which would result in a 384% three-year ROI and a nine-month payback period. Further, these customers' experiences show that Billtrust enables finance teams to shift from reactive operations to more proactive, strategic management of accounts receivables, providing the foundation for better customer experiences.

Appendix 1: Methodology

IDC utilized its standard Business Value/ROI methodology for this project, gathering data from organizations currently using Billtrust solutions as the foundation for the model.

Based on interviews with organizations using Billtrust, IDC performed a three-step process to calculate the ROI and payback period:

1. **IDC gathered quantitative benefit information during the interviews using a before-and-after assessment of the impact of using Billtrust.** In this study, the benefits included credit card fee savings, cash flow savings, and time savings/higher productivity for accounts receivable and customer support teams.
2. **It created a complete investment (three-year total cost analysis) profile based on the interviews.** Investments go beyond the initial and annual costs of using Billtrust and can include additional costs related to migrations, planning, consulting, and staff or user training.
3. **IDC calculated the ROI and payback period.** It conducted a depreciated cash flow analysis of the benefits and investments for the organizations' use of Billtrust over a three-year period. ROI is the ratio of the net present value and the discounted investment. The payback period is the point at which cumulative benefits equal the initial investment.

IDC bases the payback period and ROI calculations on several assumptions, which are summarized as follows:

- Multiplying time values by burdened salary (salary + 28% for benefits and overheads) quantifies efficiency and manager productivity savings. For this analysis, IDC has used its standard assumptions of an average fully loaded salary of $100,000 per year for IT staff members and an average fully loaded salary of $70,000 per year for non-IT staff members. IDC assumes that employees work 1,880 hours per year (47 weeks x 40 hours).
- IDC calculates the net present value of the three-year savings by subtracting the amount that organizations would have realized by investing the original sum in an instrument yielding a 12% return to allow for the missed opportunity cost. This accounts for both the assumed cost of money and the assumed rate of return.
- Because IT solutions require a deployment period, the full benefits of the solution are not available during this process. To capture this reality, IDC prorates the benefits on a monthly basis and then subtracts the deployment time from the first-year savings.

Note: All dollar figures in this White Paper are in USD.

Appendix 2: Quantified Benefits of Using Billtrust

Table 7 provides a more specific view of the quantified benefits of study participants' use of Billtrust. On average, IDC calculates that they will realize annual benefits worth $3.66 million per organization ($164,500 per 100,000 transactions) in the listed areas.

TABLE 7

Summary of Financial Benefits

Category of Value	Average Quantitative Benefit	Calculated Average Annual Value*
Credit card fee cost savings	3% cost savings on credit card fees, average value of $1.89M per organization per year	$1.61M
Savings from improved cash flow understanding	$750,000 in average annual savings per organization	$638,400
Accounts receivable team efficiencies	34% average efficiencies, worth 17.6 FTEs; $70,000 salary	$1.05M
Customer support team efficiencies	32% average efficiencies, worth 6.2 FTEs; $70,000 salary	$367,400
Total annual benefits	**$3.66M per organization, $164,500 per 100,000 transactions**	

Note: *Year 1 includes deployment time of 5.4 months.

n = 5; Source: IDC Business Value In-Depth Interviews, June 2025

Note: All numbers in this document may not be exact due to rounding.

About the IDC Analysts



Kevin Permenter

Research Director, Financial Applications, IDC

As a Research Director, Kevin M. Permenter provides insights and analysis across multiple fintech market segments, including accounting, revenue management, corporate tax, accounts payable, accounts receivable, treasury, and enterprise payment management. Permenter leads qualitative research efforts that drive a series of technology buyer-focused documents, including MarketScapes, buyer perspectives, PeerScapes, and end-user surveys. He also leads several quantitative research efforts within financial applications that feed key technology supplier-focused documents, such as market shares, market forecasts, market glance, and market analysis perspectives. Permenter's research includes a particular emphasis on the interplay, challenges, and trends driving financial application deployment and its role in the evolution of the complex financial technology ecosystem.

More about Kevin Permenter



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Matthew Marden is responsible for carrying out custom business value research engagements and consulting projects for clients in several technology areas, focusing on determining the return on investment of their use of enterprise technologies. Marden's research often analyzes how organizations are leveraging investment in digital technology solutions and initiatives to create value through efficiencies and business enablement.

More about Matthew Marden

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